

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: MACS 232		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Gender and Media Course Short Title: Gender & Media															
Faculty: Faculty of Social Sciences		Department/School: School of Culture, Media, and Society													
Calendar Description: Explores the representation, production, consumption, and performance of gender across various media texts and industries, both historically and in the present. Examines debates surrounding gendered and mediated communication through feminist, queer, intersectional, and decolonial lenses. Special attention will be given to the impacts of globalization and media convergence. Note: Students with credit for MACS 2990 cannot take this course for further credit.															
Prerequisites (or NONE):		15 university-level credits or MACS 110.													
Corequisites (if applicable, or NONE):		None.													
Pre/corequisites (if applicable, or NONE):		None.													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: MACS 2990 Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: Face-to-face only Expected frequency: Annually Maximum enrolment (for information only): 36													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>45</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	45									Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	45														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: No		Transfer Credit (See bctransferguide.ca) Transfer credit already exists: No Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: October 9, 2025													
Faculty Council approval		Date of meeting: November 7, 2025													
Undergraduate Education Committee (UEC) approval		Date of meeting: June 19, 2026													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Describe the impact of essentialist and anti-essentialist discourses and media representations of gender in the past and present in local and global contexts.
2. Evaluate the theories, debates, and methods fundamental to an understanding of gendered media representation, production, and consumption within the fields of media, gender, and cultural studies.
3. Apply the theories, debates, and methods fundamental to an understanding of gendered media representation, production, and consumption to various unique media texts and industries, with special attention to meaning making and power.
4. Analyze the representation, production, and consumption of gendered media texts and industries through feminist, queer, intersectional, and decolonial lenses.
5. Examine the significance of media texts produced by Indigenous women and Two-Spirit people.
6. Reflect on the impact of gendered media representation, production, and consumption on our everyday lives, including our understanding of ourselves, others, and the world, historically and in the present moment.
7. Describe the impact and importance of gendered agency, activism, and resistance, particularly via self-representation and digital femininities.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Holistic assessment:	10%	Quizzes/tests/midterm:	40%	Final exam:	20%
Assignments:	30%		%		%

Details:

Assignments may include a variety of standard and creative in-class individual and group exercises. These may include, but are not limited to, small and large group discussions or debates, applying course theories and methods to unique visual texts, visual mapping, brainstorming, learning field-related research skills, etc.

Holistic assessment includes weekly self-reflection.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures; class and/or small group discussions; class, small group and/or individual exercises; guest lecturers.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Book	Tonny Krijnen and Sofie Van Bauwel	<i>Gender and Media: Representing, Producing, Consuming, Second Edition</i>	2022
2. Book	Mary Celeste Kearney, Ed.	<i>The Gender and Media Reader</i>	2012
3. Book	Cynthia Carter, Linda Steiner, and Lisa McLaughlin, Eds.	<i>The Routledge Companion to Media and Gender</i>	2015
4. Book	Joanna Hearne and Karrmen Crey (Stó:lō from Cheam First Nation), Eds.	<i>By Their Work: Indigenous Women's Digital Media in North America</i>	2025
5. Indigenous knowledge	Various Indigenous academic and non-academic publications and media texts		

Course Content and Topics

- Social construction and performativity of gender
- Representations of gender in media texts and media industries
- Gendered representations, power, and knowledge
- Gendered subjectivity, identity, and intertextuality
- Organization and functioning of gendered media production
- Gender and power in media industries
- Gendered consumers as media producers
- Gendered audiences, consumption, and polysemic meaning makings
- Social identity, frames of knowledge, and gendered pleasures
- Sexualization, pornification, and moral panics
- Gendered agency, activism, and resistance, e.g., self-representation and digital femininities